

## ORDER



**Orders**  
**Order / Rev:** 186451  
**Alt Order #:**  
**Product Desc:** 228-Joe Coors for Congress 10.16-10.22  
**Estimate:** 2735  
**Flight Dates:** 10/16/12 - 10/22/12  
**Original Date / Rev:** 10/12/12 / 10/12/12  
**Order Type:** GENERAL

KMGH

**Primary AE:** David Lombardo  
**Sales Office:** EWSDC  
**Sales Region:** NAT

**Agency Name:** American Media Advocacy Group  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Congress/Joe Coors (R)  
**Demographic:** A25-54  
**Product Codes:** PL3-US House Rep  
**Priority:** P3  
**Revenue Codes:** POL, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 10/01/12   | 10/22/12 | 83      | \$45,405.00  | \$38,594.25 |

## Totals

| Month         | # Spots   | Gross Amount       | Net Amount         | Rating      |
|---------------|-----------|--------------------|--------------------|-------------|
| October 2012  | 83        | \$45,405.00        | \$38,594.25        | 0.00        |
| <b>Totals</b> | <b>83</b> | <b>\$45,405.00</b> | <b>\$38,594.25</b> | <b>0.00</b> |

## Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| David Lombardo    |              |              | Start Of Order - End Of Order | 100%    |

| Ln | Ch   | Start             | End             | Inventory Code          | Break | Start/End Time    | Days    | Len | Spots | Rate        | Pri | Rtg           | Type | Spots | Amount     |
|----|------|-------------------|-----------------|-------------------------|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|------------|
| 1  | KMGH | 10/21/12          | 10/21/12        | SUN Sports Extra-KMGH   | CA    | 1037P-11p         | -----S  | :30 | 1     | \$450.00    | P3  | 0.00          | NM   | 1     | \$450.00   |
|    |      |                   |                 | 10P News Sunday Sports  |       |                   |         |     |       |             |     |               |      |       |            |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    |      | Week: 10/16/12    | 10/22/12        | -----S                  |       | 1                 |         |     |       | \$450.00    |     | 0.00          |      |       |            |
| 3  | KMGH | 10/16/12          | 10/22/12        | 10P NEWS - M-F/SU       | CA    | 10P-1037P         | 11111-- | :30 | 5     | \$1,500.00  | P3  | 0.00          | NM   | 5     | \$7,500.00 |
|    |      |                   |                 | 10P NEWS (M-F/SU)       |       |                   |         |     |       |             |     |               |      |       |            |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    |      | Week: 10/16/12    | 10/22/12        | 11111--                 |       | 5                 |         |     |       | \$1,500.00  |     | 0.00          |      |       |            |
| 6  | KMGH | 10/18/12          | 10/18/12        | ABC Thurs A             | CA    | 7P-8P             | ---T--- | :30 | 1     | \$3,000.00  | P3  | 0.00          | NM   | 1     | \$3,000.00 |
|    |      |                   |                 | LAST RESORT             |       |                   |         |     |       |             |     |               |      |       |            |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    |      | Week: 10/16/12    | 10/22/12        | ---T---                 |       | 1                 |         |     |       | \$3,000.00  |     | 0.00          |      |       |            |
| 10 | KMGH | 10/21/12          | 10/21/12        | 5pm News Sunday         | CA    | 5P-6P             | -----S  | :30 | 2     | \$525.00    | P3  | 0.00          | NM   | 2     | \$1,050.00 |
|    |      |                   |                 | 5pm News Sun Local News |       |                   |         |     |       |             |     |               |      |       |            |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    |      | Week: 10/16/12    | 10/22/12        | -----S                  |       | 2                 |         |     |       | \$525.00    |     | 0.00          |      |       |            |
| 11 | KMGH | 10/20/12          | 10/20/12        | 5-6p News Saturday      | CA    | 5P-5:30p          | -----S- | :30 | 1     | \$375.00    | P3  | 0.00          | NM   | 1     | \$375.00   |
|    |      |                   |                 | 5pm News Saturday       |       | (5:00 PM-5:30 PM) |         |     |       |             |     |               |      |       |            |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    |      | Week: 10/16/12    | 10/22/12        | -----S-                 |       | 1                 |         |     |       | \$375.00    |     | 0.00          |      |       |            |
| 12 | KMGH | 10/16/12          | 10/22/12        | 5-530P News M-F/KMGH    | CA    | 5P-530P           | 11111-- | :30 | 5     | \$750.00    | P3  | 0.00          | NM   | 5     | \$3,750.00 |
|    |      |                   |                 | 5-530P News             |       |                   |         |     |       |             |     |               |      |       |            |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    |      | Week: 10/16/12    | 10/22/12        | 11111--                 |       | 5                 |         |     |       | \$750.00    |     | 0.00          |      |       |            |

